

1 of 3

Rep Firm
Sales Office () WASHINGTON
Salesperson () NILE NOYES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU	11A-12P	VIEW	:30	\$150.00	10/02-10/02	1	1	1	\$150.00	
Rating: 1.4												
	2	W	11A-12P	VIEW	:30	\$150.00	10/03-10/03	1	1	1	\$150.00	
Rating: 1.4												
	3	W	2P-3P	ANDERSON COOPER	:30	\$100.00	10/03-10/03	1	1	1	\$100.00	
Rating: 1.4												
	4	TH	2P-3P	ANDERSON COOPER	:30	\$100.00	10/04-10/04	1	1	1	\$100.00	
Rating: 1.4												
	5	TU	3P-4P	ELLEN	:30	\$250.00	10/02-10/02	1	1	1	\$250.00	
Rating: 1.7												
	6	W	3P-4P	ELLEN	:30	\$250.00	10/03-10/03	1	1	1	\$250.00	
Rating: 1.7												
	7	F	3P-4P	ELLEN	:30	\$250.00	10/05-10/05	1	1	1	\$250.00	
Rating: 1.7												
	8	M	3P-4P	ELLEN	:30	\$250.00	10/06-10/06	1	1	1	\$250.00	
Rating: 1.7												
	9	SU	4P-430P	TALKING PICTURES	:30	\$150.00	10/07-10/07	1	1	1	\$150.00	
Rating: 3.0												

Rep Order# 8876092 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/01/2012 8:57 AM
Last Received: 10/01/2012 8:06 AM
Showing Buylines: All Lines

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Station KTVX-TV SALT LAKE CITY
Advertiser () LOVE, MA
Product LOVE/HOUSE/R
Estimate# C02C08
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/C02C08
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	10	TU	5P-530P	NEWS AT 5P	:30	\$165.00	10/02-10/02	1	1	1	\$165.00	
	Rating: 2.1											
	11	TH	5P-530P	NEWS AT 5P	:30	\$165.00	10/04-10/04	1	1	1	\$165.00	
	Rating: 2.1											
	12	F	5P-530P	NEWS AT 5P	:30	\$165.00	10/05-10/05	1	1	1	\$165.00	
	Rating: 2.1											
	13	M	5P-530P	NEWS AT 5P	:30	\$165.00	10/08-10/08	1	1	1	\$165.00	
	Rating: 2.1											
	14	W	10P-1035P	NEWS	:30	\$400.00	10/03-10/03	1	1	1	\$400.00	
	Rating: 2.7											
	15	F	10P-1035P	NEWS	:30	\$400.00	10/05-10/05	1	1	1	\$400.00	
	Rating: 2.7											
	16	M	10P-1035P	NEWS	:30	\$400.00	10/08-10/08	1	1	1	\$400.00	
	Rating: 2.7											
	17	TU	8P-9P	DWTS RESULTS	:30	\$2,500.00	10/02-10/02	1	1	1	\$2,500.00	
	Rating: 8.9											

---REPORT TOTALS---
Report Totals: 17 / \$6,010.00

---SALES MONTHLY TOTALS---
Oct 12: 17 / \$6,010.00

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Sales Totals: 17 / \$6,010.00

Station Totals: 17 / \$6,010.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals \$30,050

CABL	0%	KAGZ	0%	KJZZ	0%	KPNZ	0%	KSL	33%
KSTU	9%	KTVX	20%	KUCW	0%	KUPX	0%	KUTV	38%
NTVX	0%								

Books MAY12
Demos RA35+